

ORDER



Orders
Order / Rev: 714848
Alt Order #: 06323592
Product Desc: BEAN FOR FL SENATE
Estimate: 442
Flight Dates: 10/30/12 - 11/05/12
Original Date / Rev: 09/19/12 / 10/29/12
Order Type: Core

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 Do Not Mail
 XX, XX XX

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Bean, A/ R / FI Senate
Demographic: A35+
Product Codes: PL-State Senate
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	15	\$3,200.00	\$2,720.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	15	\$3,200.00	\$2,720.00	0.00
Totals	15	\$3,200.00	\$2,720.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WJXX-TV	4%	\$3,200.00
Market	100%	\$80,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	2%	\$1,600.00
WCWJ	0%	\$0.00
WJXT	33%	\$26,400.00
WTEV	30%	\$24,000.00
WTLV	31%	\$24,800.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WJXX	10/30/12	11/02/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	- TWTF - -	:30	3	\$275.00	P-3	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- TWTF - -			3		\$275.00		0.00				
2	WJXX	10/30/12	11/02/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	- TWTF - -	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- TWTF - -			4		\$200.00		0.00				
E 3	WJXX	10/30/12	11/02/12	Nightline Nightline	CM	M-F 11:35p-12:05a	- TWTF - -	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- TWTF - -			3		\$200.00		0.00				

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WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WJXX	11/02/12	11/02/12	Fri Prime A Shark Tank	CM	Fri 8p-9p	----F--	:30	1	\$325.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$325.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WJXX	10/29/12-11/04/12		Fri Prime A		Fri 8p-9p	----F--	:30		(\$325.00)		0.00	NM		
Credited [CR]															
E 5	WJXX	11/03/12	11/03/12	FCN Sat News at 6:30 Sat 6:30-7p/7p news after footba	CM	Sat FCN News We	-----S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$150.00		0.00						
6	WJXX	11/04/12	11/04/12	This Week 10A Sun 10a-11a - eff 6/7	CM	Sun 10a-11a - eff 6/7	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$150.00		0.00						
E 7	WJXX	11/04/12	11/04/12	Sun Prime A America's Funniest Home Video	CM	7-8p	-----S	:30	1	\$500.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WJXX	10/29/12-11/04/12		Sun Prime A		7-8p	-----Su	:30		(\$500.00)		0.00	NM		
Credited [CR]															
8	WJXX	11/05/12	11/05/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p	M-----	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$275.00		0.00						
9	WJXX	11/05/12	11/05/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$200.00		0.00						
10	WJXX	11/05/12	11/05/12	Nightline Nightline	CM	M-F 11:35p-12:05a	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$200.00		0.00						
													Totals	15	\$3,200.00